## **CLAIMS**

What is claimed is:

1. A balloon apparatus comprising:

a balloon having an inflation opening that can be closed for keeping the balloon inflated;

a light source inside the balloon;

wiring connecting a power source to the light source; and

a tube through which the wiring extends;

the tube entirely enclosed in the balloon.

- 2. The balloon apparatus of claim 1, wherein the wiring extends through the inflation opening.
- 3. The balloon apparatus of claim 1, wherein the tube comprises an end supporting the light source.
- 4. The balloon apparatus of claim 1, wherein the tube comprises an end that rests adjacent the closed inflation opening.
- 5. The balloon apparatus of claim 1, further comprising a plurality of light sources connected via the wiring to the power source.
- 6. The balloon apparatus of claim 5, wherein the wiring is configured to separate at least one of the light sources from an end of the tube.
- 7. The balloon apparatus of claim 6, wherein the light sources are radially arranged relative to the tube end.

- 8. The balloon apparatus of claim 1, further comprising a projection member configured to direct light from the light source.
- 9. The balloon apparatus of claim 8, wherein the light source is mounted in the projection member.
- 10. The balloon apparatus of claim 8, wherein the projection member comprises a surface having a shape that is projected by the light source through the balloon.
- 11. The balloon apparatus of claim 10, wherein the shape is defined by at least one of an aperture and a color.
- 12. The balloon apparatus of claim 1, further comprising a diffusion member configured to diffuse light from the light source.
- 13. The balloon apparatus of claim 1, wherein the tube is configured to support an optical fiber adjacent the light source.
- 14. The balloon apparatus of claim 1, wherein the tube is configured to support a display member adjacent the light source.
- 15. The balloon apparatus of claim 1, wherein the display member comprises an edge through which light from the light source is transmitted.
- 16. The balloon apparatus of claim 1, wherein at least one of the light source and the wiring comprises electroluminescent wire.
- 17. The balloon apparatus of claim 1, wherein the light source comprises a black light source.
  - 18. A kit for constructing the balloon apparatus of claim 1.
  - 19. A balloon apparatus comprising:

a balloon having an inflation opening that can be closed for keeping the balloon inflated;

a light source inside the balloon;

wiring connecting a power source to the light source;

a tube through which the wiring extends; and

one or more members configured for show within the balloon;

wherein the tube supports at least one of the one or more members.

- 20. The balloon apparatus of claim 19 wherein the one or more members configured for show comprise at least one of a projection member, a diffusion member, a flag, an optical fiber, and a display member.
- 21. The balloon apparatus of claim 19 wherein at least one of the light source, the wiring, and the one or more members configured for show comprise electroluminescent material.
  - 22. A kit for constructing the balloon apparatus of claim 19.
  - 23. A balloon apparatus comprising:
  - a balloon having an inflation neck;
- a closure member configured to close the neck to keep the balloon inflated;
  - a light source inside the balloon;

wiring connecting a power source outside the balloon to the light source; and

a device extending through the closed neck and supporting at least a portion of the wiring, the device being moveable by a user to thereby move the light source in the balloon.

- 24. The balloon apparatus of claim 23 wherein the closure member comprises a clip.
- 25. The balloon apparatus of claim 23 wherein the device comprises a tube through which the wiring extends.
  - 26. The balloon apparatus of claim 23 wherein the light source comprises at least one of a light-emitting diode, an optical fiber, and electroluminescent wire.
  - 27. The balloon apparatus of claim 23 wherein the light source comprises a black light source.
  - 28. The balloon apparatus of claim 23 further comprising electroluminescent wire comprised by at least one of the light source and the wiring.
  - 29. The balloon apparatus of claim 23 further comprising, configured for show inside the balloon, at least one of a projection member, a diffusion member, a flag, an optical fiber, and a display member.
    - 30. A kit for constructing the balloon apparatus of claim 23.
    - 31. A kit for making a balloon apparatus, the kit comprising:
  - a light source inserted or insertable within a balloon having an opening through which the balloon is inflatable;

a power source connected or connectable to the light source via conductive wiring; and

a tube through which the wiring is extended or extendable, the tube configured to fit inside the balloon and support the light source when the balloon is inflated and the opening is sealed.

- 32. The kit of claim 31 further comprising at least one of a projection member, a diffusion member, a flag, an optical fiber, and a display member inserted or insertable in the balloon.
  - 33. A kit for making a balloon apparatus, the kit comprising:

a light source inserted or insertable into a balloon, the balloon having a neck through which the balloon is inflatable, the neck being sealable to keep the balloon inflated;

a gas-tight tube through which the wiring extends or is extendable, the tube having one end inserted or insertable into the balloon and configured to support the light source, the tube further configured to extend outside the balloon when the balloon is inflated and the neck is sealed;

a clip for sealing the neck; and

a sleeve that fits over the tube and is configured to support the clip to prevent deflation of the balloon when the clip is applied to the neck, the sleeve further configured to permit movement of the tube by a user to move the light source within the inflated balloon.

34. The kit of claim 33 further comprising a power source connected or connectable to the light source via wiring.

- 35. The kit of claim 33 further comprising at least one of a projection member, a diffusion member, a flag, an optical fiber, and a display member inserted or insertable in the balloon.
  - 36. A method of constructing a balloon apparatus comprising: extending wiring through a tube;

electrically connecting the wiring between a light source and a power source; and

inserting the light source and at least one end of the tube into a balloon through a neck through which the balloon is inflatable.

- 37. The method of claim 36 further comprising inflating the balloon and sealing the neck.
- 38. The method of claim 37 wherein sealing the neck comprises plugging the tube.
- 39. The method of claim 37 wherein sealing the neck further comprises fitting a gasket over the tube, a sleeve over the gasket, the neck over the sleeve, and a clip over the neck.
- 40. The method of claim 36 further comprising configuring the tube to be held at one end and moved to move the light source within the inflated balloon.
- 41. The method of claim 36 further comprising inserting into the balloon at least one of a diffusion member, a flag, an optical fiber, and a display member.

42. The method of claim 36 wherein inserting at least one end of the tube into a balloon comprises:

inserting the tube through a stabilizing collar; and inserting the collar through the neck.

- 43. The method of claim 36 further comprising supporting the light source inside the balloon using the tube.
  - 44. A balloon apparatus comprising:

a balloon having an inflation opening; and

an electroluminescent light source applied to an outside portion of the balloon.

- 45. The apparatus of claim 44 wherein the balloon comprises a seam and a casing formed at the seam, the light source comprising electroluminescent wire inside the casing.
- 46. The apparatus of claim 44 further comprising a display member applied to a surface of the balloon, the display member comprising the light source.